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BOOK DEPARTMENT

THE BUSINESS MAN'S LIBRARY

ADVERTISING AND SALESMANSHIP

ADAMS, HENRY FOSTER. *Advertising and Its Mental Laws*. Pp. xi, 333. Price, \$1.50. New York: The Macmillan Company, 1916.

Three distinct types of books relative to the field of advertising have already appeared: those which relate to problems of advertising, those which tend toward an emphasis of the economic problems involved in advertising, and a combination of the two. Professor Adams' book would be classified among the first, or a book which more nearly conforms to the psychological interpretation of advertising. It presents in simple language the basic facts and principles of psychology which are related to advertising and points out the applications of the principles; it reduces the complexity of the printed advertisements to its elements and shows with mathematical exactness the effect of the various elements; and it compares results of experiments which have been carried on in the laboratory with the results of actual advertising campaigns. This book could be used admirably in conjunction with a general course in advertising, but only in a supplementary way, as it does not unify the entire subject of advertising, including the economic problems involved, but merely emphasizes a quantitative analysis of the psychology of advertising. Professor Adams' work, however, will be used continually in connection with the rapidly developing teaching field of advertising.

H. W. H.

BRISCO, NORRIS A. *Fundamentals of Salesmanship*. Pp. xiv, 322. Price, \$1.50. New York: D. Appleton and Company, 1916.

This book succeeds in presenting simply and effectively the psychological phases involved in training successful salespeople, and the relationship between the manager and the sales force. The human element is emphasized throughout and involves a clear exposition of the factors necessary to be considered in developing the right kind of personality in connection with selling. The general criticism from a teaching point of view would be regarding the arrangement of the various chapters of the text, for if the principles discussed are not presented in a way so as to unfold themselves in the consciousness of the student a large part of the effort has been wasted.

The book emphasizes two phases of thought; first, the training of the individual to meet the responsibilities of salesmanship, and second, an emphasis of the system of which the individual finds himself a part and which involves objective factors relating to his life; as, for instance, the element of fatigue in connection with the demonstration of problems in selling, welfare work, special training, etc.